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A serious magazine devoted to authoritative information about sex

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a wife declines sex

The "call girl"

Opinion:
What can be done
about premature
ejaculation?

Sex education between
father and son

Relation of female orgasm
to duration of intercourse

Interview:
A psychiatrist discusses
sexual boredom
in men and women

Sexual problems
of beautiful women

Debate:
Is marital infidelity
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Answers to Questions



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TO SEXUAL BEHAVIOR

one of the most important new
magazines ever published

Strange, isn't it?

Man has explored the moon. Cameras have explored
Mars. But one of our most important worlds--sexuality--
is still more exploited than explored.

There are magazines about archery and bowling,
psychology and ecology, birds and flowers. But not a
single quality consumer magazine about sex.

And at a time when new behavior patterns and
attitudes point up the urgent need for broader
knowledge about sex and its place in our lives
today!

The eminent research team of Masters and Johnson
have estimated that more than half of U.S. marriages
suffer from some form of sexual disability--largely
the result of the sexual ignorance in which so many have
lived so long.

That is why a group of America's leading experts on
sexual matters--from a variety of disciplines--have
joined forces to create a new monthly magazine to deal
with sex.

The magazine is SEXUAL BEHAVIOR.

Each month, SEXUAL BEHAVIOR will treat a wide variety
of sexual topics in an honest, straightforward manner.
It will bring you results of the latest research, the
best thinking from all over the world. Plus a variety of
features and reviews including questions from readers--
answered by a distinguished panel of experts.

(over please)

SEXUAL BEHAVIOR is a quality magazine. There are no step-by-step instructions. No how-to photographs. These we leave to the manuals and the imported films. SEXUAL BEHAVIOR is an authoritative magazine you will enjoy reading.

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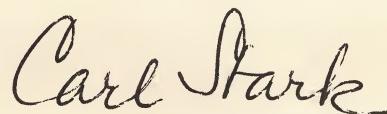
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Sincerely,



For the Editors

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men and women**

**Sexual problems
of beautiful women**

**Debate:
Is marital infidelity
justified?**

Answers to Questions



Why a serious magazine about sex?

Adults now read about, talk about, and see more about sex in a year than their parents did in a lifetime.

Unfortunately, however, the subject is more exploited than explored. The spotlight blinds more than it reveals. And millions remain beset with unanswered questions, misconceptions, and frustrations. Masters and Johnson, the eminent researchers in the physiology and psychology

of sexual behavior, estimate that at least half the marriages in this country are contending with some form of sexual inadequacy.

For these reasons, many of America's leading authorities on sexual matters—from a variety of disciplines—have joined together to create what will be one of the most interesting, informative, and helpful publications you have ever received: **SEXUAL BEHAVIOR**.

Here is what experts on sexual matters say about **SEXUAL BEHAVIOR**:

“With the increasing emancipation of science from the shibboleths and taboos which have fettered knowledge of human sexuality more and more important material is evolving. It is important that this scientific material be translated and transmitted to the lay public by qualified scientists.”

ALAN F. GUTTMACHER, M.D.

President, Planned Parenthood—World Population

“It is high time that the nonsensical and titillating sex material on the newsstands made room for valid, honest, scientific and helpful material about sex. There has long been a need for forthright, intelligent discussion of sexual matters, and **SEXUAL BEHAVIOR** will go a long way to fill this need.”

HAROLD I. LIEF, M.D.

Professor of Psychiatry and Director of the Division of Family Study, University of Pennsylvania School of Medicine, Philadelphia

“I welcome very much the kind of treatment of sex promised by this magazine. The distinguished Board of Editors guarantees both scientific accuracy and honest, socially conscious treatment of the subject.”

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Professor of Theology and Personality, Theological Seminary, Princeton, N.J., and Edward Gallahue Consultant on Religion and Psychiatry to The Menninger Foundation

“**SEXUAL BEHAVIOR** promises to fill a vacuum in the knowledge of the general public. Sex is the one area that affects our lives so strongly, yet about which so little is known. Certainly, sexual misconceptions are a primary cause of personal and marital difficulties, and **SEXUAL BEHAVIOR** promises to be an excellent antidote.”

THOMAS C. McGINNIS, ED.D.

President, American Association of Marriage and Family Counselors; Associate Professor in the Graduate School of Health Education, New York University School Education, N.Y.C.

“While small groups of professional people have been publishing and discussing the results of research on sexual behavior for several decades now, **SEXUAL BEHAVIOR** promises to provide a public forum that will open communication and coordinate the efforts of medical people, social scientists, attorneys, and others working in this important area.”

GERALD R. LESLIE, PH.D.

President, National Council on Family Relations; Professor of Sociology, University of Florida, Gainesville, Fla.

Who will prepare the articles?

The authors will be psychiatrists, gynecologists, urologists, psychologists, sociologists, marriage counselors, ministers, etc. Articles will be written to be informative and helpful, not sensational.

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THESE ARE SUBJECTS THAT WILL BE ON THE EXAMINATION PAPER

Alcohol and sex

Blackmail and sex

The Boston Strangler

Cross-dressing

Child molesting

Coital frequency

Psychological castration

Compulsive coital activity

Dreams about sex

Depression and sex

Duration of intercourse

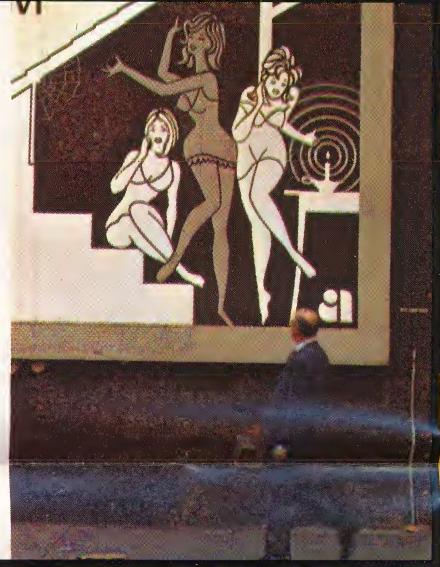
Diabetes and impotency

Sudden death during sex

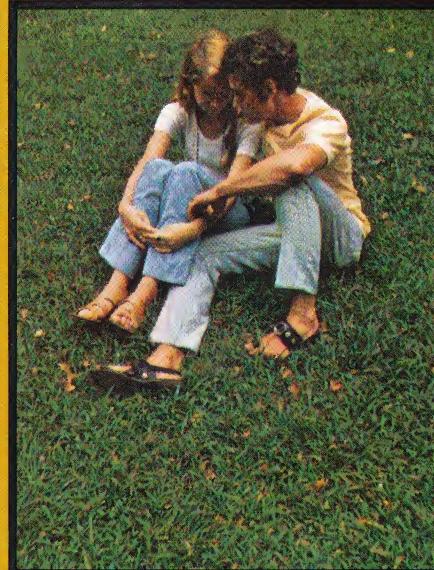
Sex in advertising

Numerous methods of sexual assault are used in advertisements. In the United States, for example, there are numerous advertisements for perfume, cosmetics, and other products which feature women in various stages of undress. In some cases, the women are shown in a state of complete undress, while in others they are partially clothed. In still other cases, the women are shown in a state of partial undress, such as wearing a bikini or a leotard. In some cases, the women are shown in a state of complete undress, while in others they are partially clothed. In still other cases, the women are shown in a state of partial undress, such as wearing a bikini or a leotard.

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Signs of sexual difficulties in adolescents



As adolescents grow up, they often experience sexual difficulties. These difficulties can be caused by a variety of factors, including social, emotional, and physical problems. Adolescents may experience sexual difficulties if they are experiencing social isolation, emotional instability, or physical problems. Adolescents may also experience sexual difficulties if they are experiencing social isolation, emotional instability, or physical problems.



SOME OF THE TOPICS COVERED EACH MONTH:

Masturbation

Multiple orgasms

Menstrual cycle and sexual desire

Men who are uninterested in sex

Misconceptions about genital dimensions

Nymphomania

Nudity in sleep and coitus

Obsessions about sex

Painful coitus

Pretended climax

Phobias about sex

Peeping Toms

Prolonging



The relationship of female orgasm to duration of intercourse

Dal momento stesso dell'arrivo di un nuovo governo, il quale ha per obiettivo la riforma della legge sulle imprese, si è aperto un dibattito sulla necessità di una legge sui servizi essenziali. Alcuni sostengono che la legge sui servizi essenziali deve essere approvata entro la fine dell'anno, altri ritengono che non sia possibile approvarla prima del prossimo anno. I due partiti hanno deciso di approvare la legge sui servizi essenziali nel corso del prossimo anno. La legge sui servizi essenziali deve essere approvata entro la fine dell'anno, altrimenti non sarà possibile approvarla nel prossimo anno. La legge sui servizi essenziali deve essere approvata entro la fine dell'anno, altrimenti non sarà possibile approvarla nel prossimo anno. La legge sui servizi essenziali deve essere approvata entro la fine dell'anno, altrimenti non sarà possibile approvarla nel prossimo anno.



Premature ejaculation

The “call girl” Promiscuity

Petting Rape

Ritualized sex

Sex in old age

Sadism

Sexual jokes

Sexual causes of divorce

Sexual myths

Sexual precocity

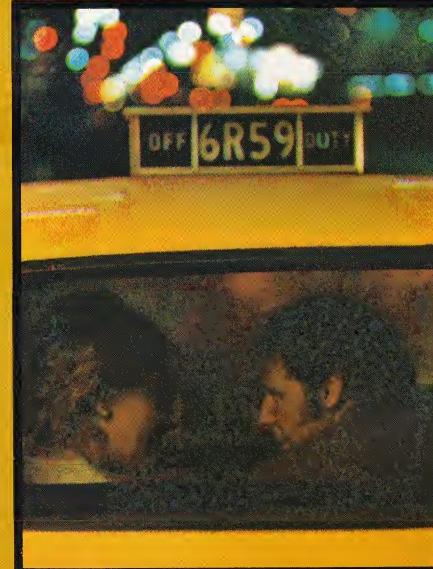
Sex-related problems in business

Sex demands which cause marital conflict

Sex without passion

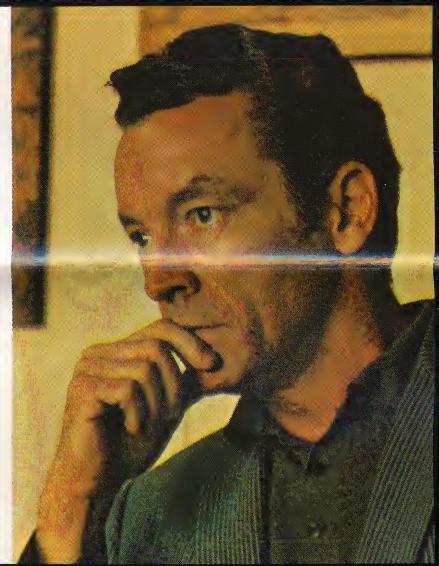
Simultaneous climax

Spies and sex



Debate: Is marital infidelity justified?

Opinion: What can be done about premature ejaculation?



Teenagers and the pill

Uses and abuses of sex

Violence and sex

Women who prefer effeminate men

Effeminacy in boys Erotic daydreaming

Effect of TV on child's sexual attitudes

Fantasies during intercourse

Flirting

Frigidity

Foreplay and female orgasm

Graffiti

Hypochondria and sex

Hostility and sex

Headache and sex

Do all homosexuals need treatment?

Inability to reach orgasm in men

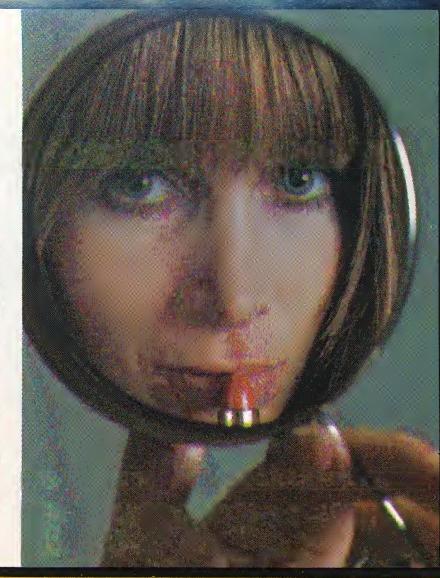
Incest

Impotence

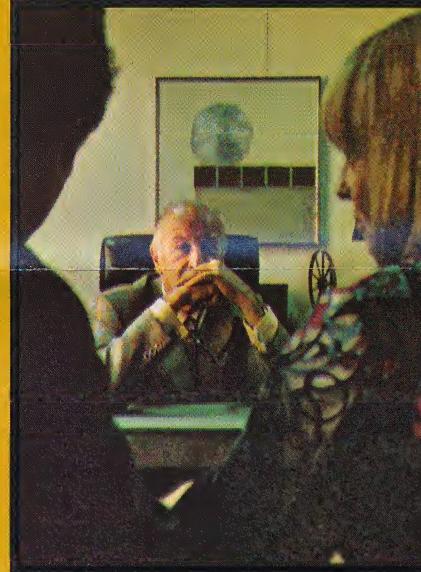
The "call girl"

Even now, some women still have difficulty accepting that their daughters can be sexually active. A recent study of girls shows that many of them accept sex more easily than their mothers did. In fact, the findings indicate that the average 12-year-old girl is more likely to have had sexual intercourse than her mother was at that age. The study, conducted by Dr. Robert J. Hinde, a psychologist at the University of Oxford, found that 31.4% of the 12-year-old girls in his sample had had sexual intercourse, compared with 21.4% of the mothers. The findings suggest that the younger generation is more accepting of sex than the older one. This is particularly true for girls whose mothers were less accepting of sex than they were.

Dr. Hinde's study also found that girls are more likely to have had sexual intercourse than their mothers were at the same age.



Unscrupulous marriage counselors



Jealousy

Lesbians

Lewd phone calls

The "Lolita" complex

Marriages without sex